

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 485295 /		<u>Alt Order #</u> 06229739
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 10/30/12 - 11/05/12		<u>Estimate #</u> 780
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 14	KVVU	11/01/12	11/01/12	TMZ	730-8p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	TMZ	730-8p	----Th----	:30		\$675.00	NM		
		See MG 15.2, 15.3										
N 15	KVVU	11/02/12	11/02/12	TMZ	730-8p		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	TMZ	730-8p	-----F----	:30		\$675.00	NM		
		See MG 15.2, 15.3										
	2	KVVU	11/05/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----	:30		\$700.00	NM		
	Ⓜ	MG for 14.1, 15.1										
	3	KVVU	11/05/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	M-----	:30		\$650.00	NM		
	Ⓜ	MG for 14.1, 15.1										
E 23	KVVU	10/31/12	10/31/12	Fox 5 News at 5	5-530p		:30			NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$550.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	Fox 5 News at 5	5-530p	---W-----	:30		\$550.00	NM		
		See MG 23.2										
	2	KVVU	11/02/12-11/02/12	MORE Access	630-7pm	-----F----	:30		\$1,050.00	NM		
	Ⓜ	MG for 31.16, 23.1										
E 31	KVVU	11/01/12	11/01/12	The Dr.Oz Show	4-5p		:30			NM	18	\$17,905.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$150.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 485295 /		<u>Alt Order #</u> 06229739
<u>Contract Dates</u> 10/30/12 - 11/05/12	<u>Product</u> CROSSROADS GPS	<u>Estimate #</u> 780
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/29/12-11/04/12		The Dr.Oz Show	4-5p	----Th-----	:30		<del>\$450.00</del>	NM		
	See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13,31.14,31.15,31.16,31.17,31.18,31.19,31.20											
2	KVVU	10/30/12-11/05/12		The Dr.Oz Show	M-F 10a-11a	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
3	KVVU	10/30/12-11/05/12		The Dr.Oz Show	M-F 10a-11a	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
4	KVVU	10/30/12-11/05/12		The Dr.Oz Show	M-F 10a-11a	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
5	KVVU	11/03/12-11/03/12		Masterchef	Sat 11p-12a	-----Sa--	:30		\$305.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
6	KVVU	11/04/12-11/04/12		Sports Plus Su 1045p	1045p-11p	-----Su	:30		\$1,200.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
7	KVVU	10/30/12-11/05/12		Fox 5 News M-F 10p-11p	10p-11p	MTuWThF----	:30		\$2,150.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
8	KVVU	10/30/12-11/05/12		Fox 5 News M-F 10p-11p	10p-11p	MTuWThF----	:30		\$2,150.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
9	KVVU	10/30/12-11/05/12		Fox 5 News M-F 10p-11p	10p-11p	MTuWThF----	:30		\$2,150.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
10	KVVU	10/30/12-11/05/12		Fox 5 News M-F 11p	M-F 11-1135p	MTuWThF----	:30		\$1,950.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
11	KVVU	10/30/12-11/05/12		Fox 5 News M-F 11p	M-F 11-1135p	MTuWThF----	:30		\$1,950.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
12	KVVU	11/04/12-11/04/12		CSI:Miami	Sun 12-1am	-----Su	:30		\$300.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
13	KVVU	10/30/12-11/05/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	MTuWThF----	:30		\$1,025.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
14	KVVU	10/30/12-11/05/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	MTuWThF----	:30		\$1,025.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
15	KVVU	10/30/12-11/05/12		The Dr.Oz Show	4-5p	MTuWThF----	:30		\$500.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
16	KVVU	10/30/12-11/05/12		The Dr.Oz Show	4-5p	MTuWThF----	:30		<del>\$500.00</del>	NM		
Ⓜ	See MG 23.2											
17	KVVU	10/30/12-11/05/12		The Dr.Oz Show	4-5p	MTuWThF----	:30		\$500.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
18	KVVU	10/30/12-11/05/12		Anderson	3-4p	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
19	KVVU	10/30/12-11/05/12		Anderson	3-4p	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
20	KVVU	10/30/12-11/05/12		Anderson	3-4p	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
<b>Totals</b>											<b>51</b>	<b>\$38,905.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	51	\$38,905.00	\$33,069.25
<b>Totals</b>	<b>51</b>	<b>\$38,905.00</b>	<b>\$33,069.25</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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REP HEADLINE# 6229739 TRF# 485295  
\$\$\$ MOD# 2 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 11.36  
\*\*\* KVVU-TV \*\*\*

ADV # ADV. NAME ISS/CROSSROADS GPS REP. # OFF. # 762 SALESMAN #  
AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6229739 CLASS: NATL. LOCAL REGIONAL

PRDCT CROSSROADS GPS EST#780 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 11.36

REP: OK'D M3  
SEE LINES 81-82  
TOTAL SAME  
PLS CNF THANKS  
NIKKI

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CROSSROADS GPS : 30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 780

14	S		730P-800P	30		\$675.00	11/1	11/1	0		THU	0
PROGRAM : AVG. ALL WKS<												
81	A		700A-900A	30		\$700.00	11/5	11/5	1		MON	1

PROGRAM : NEWS  
ORD COM1: SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR NOV1 ON LINE-14 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR NOV2 ON LINE-15 FOR 1 SPOT/WK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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82	A		600P-630P	30		\$650.00	11/5	11/5	1		MON	1
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PROGRAM : NEWS  
 ORD COM1: SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.  
 PART OF A MAKEGOOD MADE UP OF LINES 81-82

15	S		730P-800P	30		\$675.00	11/2	11/2	0		FRI	0
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PROGRAM : AVG. ALL WKS<  
 STATION MAKEGOOD OFFERS:  
 M3 OK'D BUY#14 MISSED: THU/730P-800P NOV1 30S \$675.00 (NOV1/12)  
 BUY#15 FRI/730P-800P NOV2 30S \$675.00  
 OFFER: MON/700A-900A NOV5 30S \$700.00 PLS ADVISE.  
 & MON/600P-630P NOV5 30S \$650.00  
 CMT: SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.

NOV/12 38905.00    CONTRACT TOTAL 38905.00  
 TOTAL SPOTS 51

MARKET TOTALS \$228,852    KVVU 17%    KSNV 23%    KLAS 39%    KTNV 15%    KVMY 1%    KVCW 2%    CABL 0%  
 KTUD 3%

SVC- NSI  
 DEMOS- RA35+\*  
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE